



What is the Tocqueville Society and what are the benefits?

The Alexis de Tocqueville Society of West Alabama is comprised of generous donors who make an investment of \$10,000 or more annually to United Way of West Alabama. The Tocqueville Society exists to recognize, foster, and promote the vital importance of voluntary community service and personal giving at an exceptional level. The Tocqueville Society was named for nineteenth century French historian, Alexis de Tocqueville, who stated after visiting America in 1835, "When an American asks for the cooperation of his fellow citizens, it is seldom refused; and I have often seen it afforded spontaneously and with great good will."

Join the Tocqueville Society and be confident in the fact your gift will have immediate and long lasting benefits in our community. Since the Tocqueville Society's inception in 1998, members of the Tocqueville Society have made it their focus to improve the quality of Pre-K and early childhood education in West Alabama. Because of the Tocqueville Society, United Way is able to directly affect more than 27,500 local children annually through United Way's Success By 6, Jump Start programs, and Dolly Parton's Imagination Library. In addition, United Way's partner service agencies benefit from your membership and are able to further their work in education, income/financial stability, health, and emergency aid/disaster preparedness.

Since 1998, more than \$20 million has been given by Tocqueville Society members who know the value of United Way's Success By 6 program. The goal of Success By 6 is to ensure every child, no matter his/her economic or family circumstances, has the opportunity to learn necessary skills prior to entering kindergarten. The skills enable these children to be *ready to learn* instead of playing catch up with other children who may have had learning advantages. Similarly, Jump Start programs teach children valuable skills and provide pre and post testing which offers proof of the successes of the program.

Dolly Parton's Imagination Library is an exciting partnership between United Way and The Dolly Parton Foundation whereby children from birth to five years of age receive a quality book mailed to his/her home every month. As of July 2025, more than 800,000 books have been distributed to children in West Alabama. Imagine the impact made not only on these children but also on their families as they spend time together while a child learns to read. Without question, strong reading comprehension and language skills result in greater success in the overall educational experience.



Step Up Program

Your decision to become a member of the Alexis de Tocqueville Society of West Alabama requires thoughtful consideration and a willingness to make a significant annual investment in our community. The annual Society gift is a minimum of \$10,000. In an effort to increase membership, United Way of West Alabama has developed a step-up program which decreases your annual gift for your first two years in the Society.

For your first year of membership, you would contribute \$5,000. In your second year of membership, you would contribute \$7,500. In your third and future years of membership, you would contribute a minimum of \$10,000 annually.

As you can see, your generous contribution is maximized by the collective support received by United Way, and your contribution can immediately begin helping West Alabama's children and our community.

Example:

Year 1: \$5,000
Year 2: \$7,500
Year 3+: \$10,000